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P&G to unveil refill packs

By Laurie Freeman

Procter & Gamble Co., in the first of several environmental initiatives planned through 1990, is scheduled to unveil the U.S. introduction of a refill package for cleaning products.

P&G will hold a press conference in Washington Nov. 15 to announce the development. The refill package for a single product will be tested in the Baltimore/-Washington area.

The packaging concept has been very successful in international markets. Since 1988, P&G has marketed soft-plastic refill pouches of detergents, fabric softeners and other cleaning products in Europe. This fall it introduced similar packaging in Canada under the Enviro-Pak name.

In Canada, P&G is selling Liquid Tide detergent, Ivory dishwashing liquid, Downy fabric softener and Mr. Clean household cleaner in Enviro-Paks, and it's believed one of those products will be used in the U.S. refill pack.

A TV and print campaign will emphasize how the less bulky refill package produces less waste.

"When we introduce the refill pack, we will talk about the environmental benefits," said Carol Boyd, spokeswoman.

P&G paved the way for refill packages and other environmental projects with an October letter from President John Pepper to the nation's top retailers.

In the letter, Mr. Pepper described P&G's commitment to finding solutions to the problem of solid waste. P&G is also said to be developing recycling projects with major retailers, including Wal-Mart Stores.

"In concept-testing, American consumers said they preferred different packaging than what we offer overseas. The U.S. refill pack will be more convenient . . . to use."

Wal-Mart earlier made known its commitment to environmentally responsible products when it informed vendors and suppliers it would highlight all products that help prevent future environmental problems (AA, Aug. 21).

Last week, the chain began airing a 60-

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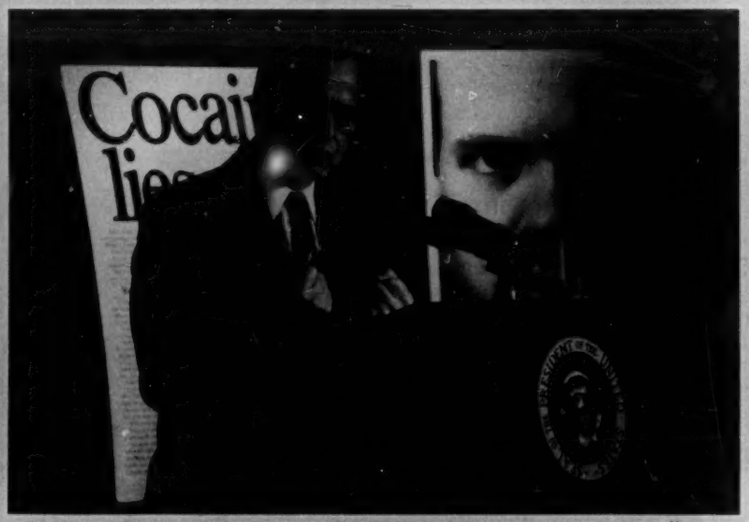

Art Stein

President Bush holds a meeting with ad industry leaders on the anti-drug effort.

'Extraordinary' Bush praises anti-drug effort

By Steven W. Colford

WASHINGTON—President Bush last week lauded agencies and media for supporting his anti-drug effort, and turned up the heat for more time and space.

At a special White House briefing, President Bush stood before some 150 network, agency and corporate leaders and said: "What you are setting out to do, commit $1 million a day, every day, for three years, is truly extraordinary and an effort I personally want to see succeed because it is so important to our struggle against drugs."

He said the industry's Media-Advertising Partnership for a Drug-Free America "is producing hard-hitting, carefully targeted messages, effectively tackling the drug issue from the demand side.

"No one understands demand psychology like you. By applying your marketing experience and advertising talent to unsell drug use and users, your ads are managing to induce a nationwide ideological allergy to illegal drugs."

In an 8-minute address, the president said that "never before in the history of man have such energy and talent and resources been devoted to getting people *not* to buy something."

Since the partnership's first anti-drug commercial in March 1987, the group—an industry volunteer organization—has placed more than $310 million of such messages in the print and electronic media. The president in a televised speech in September asked for $365 million annually in time and space.

James Burke, chairman of the partnership and former chairman-ceo at Johnson & Johnson, and William Bennett, director of the Office of National Drug Control Policy, shared the stage with President Bush. They urged the audience to donate more "free" time and space.

"So far, the cooperation of the media has been impressive," said Mr. Burke. "So,

(Continued on Page 69)

Sears heavies TV; papers take cuts

By Kate Fitzgerald and Janet Meyers

NEW YORK—Sears, Roebuck & Co. said it will substantially increase its TV and radio advertising in 1990 and cut back on newspaper ads to make its "everyday low price" strategy succeed.

Sears has scheduled a meeting with newspaper industry representatives in Chicago for Nov. 21, where it will unveil its 1990 newspaper ad budget, a spokesman said.

Newspaper industry sources said Sears indicated it may cut back on print advertising in smaller markets next year.

At its annual meeting with analysts last week, Chairman, President-CEO Edward Brennan conceded Sears' everyday low pricing plan requires several adjustments, including communicating its message more effectively.

Sears launched the everyday low price strategy last March amid the biggest ad blitz in its history, trumpeting its switch to lower overall prices instead of weekly sales on selected merchandise.

But despite spending an estimated $90 million to advertise the program, results have been disappointing. The Merchandise Group's income fell 3% in the third quarter to $278.3 million compared with the same period in 1988. Sears' October sales were just 0.7% higher than the year-ago period *(see related story on Page 3)*.

Merchandise Group Chairman Michael Bozic said the company's advertising media mix is partly to blame for the disappointing results.

"When we made the announcement that we were switching to everyday low pricing [on Oct. 31, 1988], we were too late to buy

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LAST MINUTE NEWS

Tobacco efforts under fire

HOUSTON—Doctors Ought to Care, an anti-smoking group, wants the federal government to look into what it says are cases of marketers subverting the 1971 broadcast ban on tobacco advertising. The founder, Dr. Alan Blum, said the group is petitioning the U.S. Department of Justice to look at Philip Morris Cos.' "Bill of Rights" campaign now running on network TV *(see Hot Stuff on Page 3)*. He said the organization has also filed a complaint with the Justice Department over a Home Box Office program, "Inside the NFL," which he called "a veiled ad" for U.S. Tobacco's Skoal Bandit chewing tobacco.

Nissan starts '90 ads

CARSON, Calif.—Nissan on Nov. 13 starts its formal 1990 model-year advertising with estimated spending of $200 million-plus. Spots for the 1990 Stanza sedan broke in October (AA, Oct. 9). The campaign, themed "Fantasy," attempts to build on the previous "Human Engineering" concept. At least six spots depict fantasies, such as Nissan vehicles outrunning motorcycles, race cars and even a fighter jet. Model Christie Brinkley and actor Ken Wahl appear in the spots. The centerpiece spot, featuring Nissan's top-of-the-line 300ZX Turbo, will break nationally on the Super Bowl telecast next year. The campaign retains the "Built for the human race" tagline. Chiat/Day/Mojo,

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TV networks' strong ratings may lead to first-quarter price increases.

Campbell gets new bottom-line accent

By Judann Dagnoli

Campbell Soup Co. is about to enter a period of layoffs, plant closures and divestitures. But company executives insist its traditionally heavy emphasis on advertising and marketing will remain intact.

The abrupt early retirement of President-CEO R. Gordon McGovern, 63, last week was the first sign of a stricter emphasis on the bottom line at the soup giant.

"The take on Campbell was always that it was fat and happy. But now, I don't think it will be as pleasant a place to work," said a securities analyst attending a Nov. 2 meeting with company executives.

Executives who talked tough about the bottom line at the meeting were Campbell USA President Herb Baum, 53, and corporate Senior VP-Chief Financial Officer Edwin Harper, 47. The two are succeeding Mr. McGovern on an interim basis and are the two in-house candidates competing for the permanent post.

Campbell is also looking outside for leadership; a decision is expected by January.

To trim costs and fatten profits, "every business will come under the microscope," Mr. Baum said. "We will look at people, operating efficiencies and market trends to see [that these businesses] are alive and well."

He added that "if a business does not meet our objectives and there's no future, we will not be shy about taking action."

Sources said Messrs. Baum and Harper will compete fiercely for the top job, doing whatever is

(Continued on Page 72)

Doug Goodman

Herb Baum (l.) and Edwin Harper take inventory of Campbell's changes.

Midler 'sound-alike' win means creative changes

By Marcy Magiera

LOS ANGELES—One day after Bette Midler won her "sound-alike" lawsuit against Young & Rubicam, an agency here learned it may face similar charges.

Asher/Gould was notified Oct. 31 that singer Patti Page planned to file suit over a TV commercial the agency created for American Savings & Loan. The spot, which ran earlier this year, included a rendition of "Old Cape Cod," a number popularized by Ms. Page in the 1950s.

The suit will be filed this week, said Jack Rael, Ms. Page's manager and business-partner. Ms. Page's suit is being handled by Arrow, Edelstein & Laird, the same law firm that represented Ms. Midler.

Singers aren't the only ones encouraged by Ms. Midler's success. Vanna White of the TV quiz show "Wheel of Fortune" has sued Samsung Electronics America and its agency, Deutsch, New York, for a TV spot promoting the company's VCRs.

The spot in question features a robot on a game show set, which Ms. White maintains attacks her credibility as a TV presenter. The suit, filed in U.S. District Court here, is scheduled for trial early next month.

Other lawyers predict similar suits will follow and that agencies will rethink any ideas they have about creating ads that feature celebrity voices or likenesses.

A U.S. District Court jury here awarded Ms. Midler $400,000 in damages for a 1985 Y&R TV spot for Ford Motor Co.'s Mercury Sable that imitated the singer's voice (AA, June 27, 1988).

A week earlier, a judge dismissed Ford as a defendant.

Y&R issued a terse statement, saying it was caught in the middle of a changing standard and calling the decision "unfortunate but bearable."

"We were following the law as it existed in 1985," the statement said in part. "The interpretation of the law did not change until yesterday. Until then you had to buy rights of songs and arrange-

(Continued on Page 72)

McElligott nears decision

By Bob Geiger

MINNEAPOLIS—Tom McElligott is coming back to advertising, but not to the city he helped put on the ad map.

The former creative director of Fallon McElligott last week said he'll possibly decide this week between two job offers. "It will be resolved in the not-so-distant future," he said.

Mr. McElligott, 46, wouldn't disclose the two agencies he's considering, but one source said they're Chiat/Day/Mojo, Venice, Calif., and Hal Riney & Partners, San Francisco. Sources said they believe Riney has the edge.

Foote, Cone & Belding, Chicago, and Ogilvy & Mather, New York, also have been mentioned as landing spots for Mr. McElligott.

T. McElligott

Mr. McElligott said there will be "opportunities for questions in one of two cities," but neither Minneapolis nor St. Paul is on the list.

Late last year, he announced that he'd sever ties with Fallon, the agency he co-founded in 1981.

Since then, Mr. McElligott has heard from many agencies, ranging from megashops to "a two-man shopping center agency in Montana," he said.

Mr. McElligott is largely credited with Minneapolis' rise as an ad market, and though local ad executives expressed regret that he's leaving, they didn't expect him to stay.

"I think it's an emotional loss," said Gary LaMaster, principal of Lacey LaMaster Larson Farmer. "It's the guy who everybody credits, rightly or wrongly, with giving us the reputation we have. It's like Hal Riney leaving San Francisco."

John Olson, principal of Kruskopf Olson, said Mr. McElligott's looming departure is "unfortunate. We want to export work, not talent."

Tom Weyl, president-chief creative officer at Martin/Williams, said, "I thought, 'Someone's going to offer him so much money in New York or Los Angeles, it's just a matter of which agency does less embarrassing work.' " □

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A Japanese setting

De Beers mines hot market for diamonds

By David Kilburn

TOKYO—Japan has become a best friend to diamond marketer De Beers Consolidated Mines.

The Japanese spend $10.4 billion annually on diamond jewelry, more than any other country. Accounting for 30% of worldwide retail sales, they are just ahead of the U.S. at 29%. Japan, however, ranks second to the U.S. in total carat purchases.

Diamond marketing in Japan began in 1967 when De Beers started advertising engagement rings with the help of J. Walter Thompson Co. At that time only 6% of Japanese brides had diamond engagement rings; today, 77% do. An average of $2,600 is spent on each engagement ring.

De Beers last month launched a $7 million TV, magazine and newspaper effort to expand the market further. Another $2.1 million is going into promotion.

The campaign aims to introduce a new social custom—a husband presenting his wife with a diamond gift, called the "Sweet 10 Diamond," on the couple's 10th wedding anniversary.

Other gift occasions were studied, too, but the 10th wedding anniversary emerged not only as the most acceptable but also as the one with the greatest marketing potential.

"Diamond rings are accepted as an important part of an engagement," said Mariko Watanabe, brand manager for De Beers at JWT Japan. However, marketing diamond gifts to women directly presents some barriers. "Many Japanese women would love to own a piece of diamond jewelry, but they refrain from buying it themselves," he said.

The strategy to overcome this reluctance is to invest the new diamond gift with emotional values, as was done with engagement rings and more recently with what's called a "return gift," the present of a diamond that a woman is encouraged to buy for her fiance in return for the engagement ring. The Japanese spend an estimated $800 for a "return gift," usually a pinkie ring.

Advertising for the "Sweet 10" campaign is built around family snapshots from a real couple who celebrated their 10th anniversary this year. In the TV spot, viewers see them as if they were in pages being turned in a photo album.

Alternating with pictures from the album, a man's hand places 10 sparkling diamonds one by one on a black surface.

In Japan, about 700,000 couples get married each year. More than 93% are still married after—10 years, compared with about 60% in the U.S. Only 48% of Japanese women own diamond jewelry, compared with 77% in the U.S.

"The Sweet 10's market potential is clearly enormous," said Gus Iizuka, VP-director of client service for De Beers at JWT Japan. □

Japan's Dentsu is dominant in Asia/Pacific

By Julie Skur Hill

Japanese powerhouse Dentsu reports in as the world's top agency network in the Asia/Pacific region in *Advertising Age's* first ranking of the area's agencies.

The strong Asian-based agencies, garnering the bulk of their total worldwide gross income from the 13-country area, dominate the region.

The 13 countries in the region are New Zealand, Australia, Thailand, Japan, the Philippines, Singapore, India, South Korea, Indonesia, Malaysia, Pakistan, Taiwan and Sri Lanka.

Rankings are based on gross income in dollar amounts that a network derives from the region. Only two of the top 10 worldwide networks aren't based in Japan.

As a result, *Ad Age* created a second ranking to show how the non-Asian networks stack up in the region. McCann-Erickson Worldwide, New York, ranking No. 6 in the tough worldwide competition, came out on top of the non-Asian agency list.

Tokyo-based Dentsu, the world's largest agency, is starting to build its presence outside its homeland. However, the agency's strength in Japan and the power of the yen against the dollar enabled Dentsu to leave its competition in the dust. Dentsu pulled in $1.2 billion in gross income from the region in 1988.

Predictably, Hakuhodo, Japan's No. 2 agency, holds the same rank in the Asia/Pacific. Hakuhodo's gross income for the region grew 36% in 1988 to $522.2 million.

The Asia/Pacific agency rankings for Nos. 3, 4 and 5 read much like those rankings for Japan itself.

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FUTURE!

Leading agency networks in Asia/Pacific

Top 10 networks

Rank	Network	'88 Asia/Pacific gross income	% change over '87	'88 Asia/Pacific billings	% change over '87
1	Dentsu	1,163,949	16.7%	9,013,854	17.9%
2	Hakuhodo	522,193	36.2	3,939,137	36.0
3	Daiko Advertising	161,795	NA	1,278,142	NA
4	Dai-Ichi Kikaku	141,867	29.6	977,669	16.9
5	Tokyu Agency	134,636	28.4	1,115,241	34.9
6	McCann-Erickson Worldwide	126,920	31.8	846,556	31.8
7	Asatsu	104,992	43.1	755,312	38.3
8	I&S Corp.	96,745	47.0	691,039	27.9
9	Yomiko Advertising	89,970	39.1	660,332	38.4
10	Backer Spielvogel Bates Worldwide	79,407	41.9	516,946	40.1

Top 15 non-Asia-based networks

Rank	Network	'88 Asia/Pacific gross income	% change over '87	'88 Asia/Pacific billings	% change over '87
1	McCann-Erickson Worldwide	126,920	31.8%	846,556	31.8%
2	Backer Spielvogel Bates Worldwide	79,407	41.9	516,946	40.1
3	Mojo MDA	60,297	40.7	374,748	39.5
4	J. Walter Thompson Co.	56,843	15.1	377,404	15.4
5	HDM	46,894	35.8	337,635	35.8
6	Saatchi & Saatchi Advertising Worldwide	45,422	34.8	279,738	36.3
7	Young & Rubicam	43,865	19.1	302,270	19.6
8	Leo Burnett Co.	41,326	36.9	272,028	35.2
9	Ogilvy & Mather Worldwide	41,213	5.9	266,610	6.5
10	BBDO Worldwide	37,892	34.4	239,342	35.3
11	DDB Needham Worldwide	36,273	28.8	225,278	28.0
12	D'Arcy Masius Benton & Bowles	34,580	16.5	226,543	19.8
13	Lintas:Worldwide	30,774	12.4	205,264	12.4
14	FCB-Publicis	14,966	26.8	99,829	26.8
15	Grey Advertising	14,700	NA	98,049	NA

Dollars in thousands. Young & Rubicam uses HDM's Asia/Pacific network, with the exception of Australia and New Zealand, where Y&R maintains offices. Chiat/Day, Venice, Calif., and Mojo MDA merged July 1989, creating Chiat/Day/Mojo. MDA Mattingly was acquired by HDM earlier in 1989. Gross income and billings figures for Grey Advertising were supplied by the agency. Grey would not disclose equity percentage holdings. Dentsu supplied the figures in the chart, adjusted according to equity holdings, for the following: Dentsu Inc., Tokyo; Dentsu domestic units including HDM (Japan), HDM/DSH (Japan) and Dentsu Wunderman Direct plus offices in six other Asian countries. In the "Foreign Agency Income" issue (AA, March 29), Daiko Advertising only submitted figures for its main office. Here, however, figures include equity-adjusted totals from subsidiaries and affiliates. *Source:* Advertising Age

within Japan, Dai-Ichi Kikaku, is No. 3 and Daiko Advertising, Osaka, is No. 4. On the Asia/Pacific chart, those two agencies change places. Tokyu Agency, Tokyo, ranks No. 5 on both.

McCann, one of the few Western agencies with a proven track record in Japan, is boosted by McCann-Erickson Hakuhodo in Tokyo, one of the few successful Japanese-U.S. agency joint ventures.

McCann is followed in the Asia/Pacific rankings by Japan-based Asatsu, I&S Corp. and Yomiko Advertising, coming in at Nos. 7, 8 and 9, respectively.

Backer Spielvogel Bates Worldwide, New York, placing No. 10 in the worldwide rankings, is McCann's closest Western rival.

Still, Backer's gross income from the region of $79.4 million is 37% lower than McCann's.

While McCann derives 19.3% of its worldwide gross income from the Asia/Pacific, Backer pulls in only 11.1%.

Among non-Asian agencies, the former Mojo MDA, Sydney, now part of Chiat/Day/Mojo and HDM Mattingly, ranks No. 3. The Australian agency group, including its Mattingly division, drew 83.7% of its worldwide gross income from the Asia/Pacific region.

J. Walter Thompson Co., New York, made 10.2% of its worldwide gross income in the Asia/Pacific, pulling in $56.8 million from the region. This well-established international network placed fourth among the non-Asians.

HDM—the joint venture of Young & Rubicam, New York; Havas, Paris; and Dentsu—nudged New York-based Saatchi & Saatchi Advertising Worldwide out of fifth place on the non-Asian rankings.

HDM pulled in 16.8% of its worldwide gross income from the region, while Saatchi claimed 6.1% of its worldwide gross income from the Asia/Pacific.

No. 9 Ogilvy & Mather Worldwide, New York, proved that an agency doesn't have to be strong in Japan to rank among top 10 non-Asian agencies.

O&M is still looking for opportunities to re-enter Japan after pulling out of Asia's largest market last year. BBDO Worldwide, ranked No. 10 among the non-Asians, holds equity in Japan's Asatsu, Tokyo, as well as assorted shops around the region. □

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Name	Publication Date	Size	Zones
Employment Outlook	Jan. 7	Tabloid	–
Midwinter School Guide	Jan. 7	Tabloid	–
Bears Playoff	Jan. TBA	Tabloid	–
Auto Show I	Feb. 11	Broadsheet	4
Auto Show II	Feb. 15	Broadsheet	4
Personal Finance	Feb. 25	Tabloid	4
School Guide	March 4	Tabloid	–
Technology and the Workplace	March 18	Tabloid	–
Baseball	April 1	Tabloid	–
Spring Dwelling	April 13	Tabloid	4
Spring School Guide	April 29	Tabloid	–
Spring Dining Guide	May 6	Tabloid	4
Academic All-Stars	May 6	Broadsheet	–
Home Electronics	June 1	Tabloid	4
U.S. Open Section	June 10	Tabloid	–
Fall School Guide	Aug. 5	Tabloid	–
Fall Dwelling	Aug. 10	Tabloid	4
Pro Football	Sept. 9	Tabloid	–
Fall Dining Guide	Oct. 7	Tabloid	4
Technology and the Workplace	Nov. 18	Tabloid	–
'tis the Season*	Nov. 23	Tabloid	9
Winter School Guide	Nov. 25	Tabloid	–
Holiday Celebration Guide	Dec. 2	Tabloid	4
Tribune PLUS Holiday Wrap	Dec. 5 & 6	Tabloid	9
Treasures, Trinkets, &Trimmings*	Dec. 9	Tabloid	9
Tribune PLUS Holiday Wrap	Dec. 19	Tabloid	9

*Advertising only—no editorial

Dailies' circulation rebounding

Decline in 'WSJ' numbers slows

By Ira Teinowitz

The latest Audit Bureau of Circulations report offers generally good news for the newspaper industry, with circulation up in virtually every major market.

The report for the six months ended Sept. 30 is in sharp contrast to just six months ago when a spate of circulation decreases prompted industry concerns and a national conference to find ways to lure new readers (AA, May 1).

One exception to the upward trend was *The Wall Street Journal*, whose circulation slide continued, though at a lesser rate.

Other papers reporting declines included the *Chicago Sun-Times*, *New York Daily News* and the now-shuttered *Los Angeles Herald Examiner*.

Among the gainers, *The Dallas Morning News* reported adjusted daily circulation up 4.9% to 382,335 *(see chart)*; *The Denver Post* grew 4% to 240,162 in daily circulation; and the *Rocky Mountain News* reported Sunday circulation rose 3.9% to 404,480.

USA Today also grew, with average circulation up 4.3% to 1,396,738 when adjusted for the paper's larger Friday edition.

Conversely, *WSJ* has had circulation declines since the October 1987 stock market plunge. In the past year, the paper has added a third section, a marketing column and changed ad agencies in an attempt to boost circulation.

Roger May, Dow Jones & Co. director of corporate relations, said the 1.8% decline to 1,835,713 for the latest period represented progress since the rate of decline had slowed.

"We look on this as a brightening figure," he said. "The deficit narrowed since our March 1989 circulation figures, and the indication is that we are pulling off the crash. We are also getting good reception to three sections and have a good renewal rate. We are gaining."

Officials at the *Chicago Sun-Times* didn't return phone calls about the latest figures, showing the paper down 7.5% in daily circulation to 535,864 and down 6.2% in Sunday circulation to 563,148. The figures give the *Sun-Times* its lowest daily circulation in 20 years and its lowest Sunday circulation in 34 years.

■ The Audit Bureau of Circulations' latest figures update those contained in this issue's "Special Report" on newspapers.

Meanwhile, the rival *Chicago Tribune* gained 2.3% in Sunday circulation to 1,122,977 and 0.6% in daily circulation to 720,155.

In New York, the *Daily News* continued its slide with circulation down 6.8% to 1,194,237 daily and down 9.3% to 1,422,861 on Sundays.

The numbers are "no surprise. They are consistent with our plans to re-establish a more efficient circulation base," said Tom Iaquinta, VP-circulation.

Mr. Iaquinta said the paper has been concentrating its efforts on New York and its close-in suburbs that most benefit advertisers with the result that circulation outside has fallen. He said that within the paper's core market, circulation is within 2% of what it was in 1987.

The *New York Post* also reported a circulation decline, down 7.8% to 507,568 daily. (The soon-to-be dead *Sunday Post* reported circulation of 229,142.)

President Valerie Salembier attributed the drop to the *Post's* hike in circulation price to 40¢ from 35¢ a year ago.

"We dropped a lot of readers, but the demographic improvement has been phenomenal," she said.

Both *The New York Times* and *Newsday* reported increases, though *Newsday's* Sunday sales were off slightly.

In Los Angeles, the announcement of the *Herald Examiner's* closing came only hours after release of its circulation figures. The paper reported daily circulation of 232,437, down 1.2%, and 173,814 on Sunday, down 6.4%.

Among other papers reporting gains: the *St. Louis Post-Dispatch* was up 1.2% to 376,888 in daily circulation and 2.1% to 557,941 on Sundays; *The Boston Globe*, up 1.4% to 516,031 daily and unchanged at 787,029 on Sundays; and *The Miami Herald*, up 2.9% to 412,933 daily and 3.3% to 515,856 on Sundays. *The Miami News* ceased publication on Jan. 1.

San Francisco papers didn't report numbers—likely due to the recent earthquake—and the *Houston Chronicle* failed to file its figures. □

Newspaper circulation highlights

Average circulation for the six months ending Sept. 30, 1989, compared with average for six months ending Sept. 30, 1988.

Newspaper	Daily	% chg	Sunday	% chg
National				
Wall Street Journal	1,835,713	(1.8)%	—	—
USA Today	1,396,738*	4.3	—	—
Washington				
Post	772,749	0.4	1,126,123	1.2
Times	107,791	11.0	—	—
Baltimore Sun (combo AM, PM)	409,283	0.7	485,270	1.9
New York				
Times	1,068,217	2.8	1,628,056	1.7
Daily News	1,194,237	(6.8)	1,422,861	(9.3)
Post	507,568	(7.8)	229,142	NA
Newsday	700,174	2.8	703,424	(0.4)
Chicago				
Tribune	720,155	0.6	1,122,977	2.3
Sun-Times	535,864	(7.5)	563,148	(6.2)
Detroit				
News	690,422	1.9	832,383	0.5
Free Press	626,434	(0.4)	687,537	(3.2)
Denver				
Rocky Mountain News	345,943	0.4	404,480	3.9
Post	240,162	4.0	400,346	(2.2)
Dallas				
Morning News	382,335**	4.9	552,418	4.1
Times Herald	225,691	0.5	329,839	3.5
Houston				
Post	325,407	2.9	367,088	2.2
Los Angeles				
Times	1,107,623	(0.8)	1,412,515	1.3
Herald Examiner	232,437	(1.2)	173,814	(6.4)
Daily News	185,736	8.7	202,614	2.7
Orange County Register	343,899	3.1	395,734	3.9
Minneapolis/St. Paul				
Star-Tribune	406,292	1.3	656,145	1.7
Pioneer Press & Dispatch	200,508	4.1	260,949	2.2
Seattle				
Post-Intelligencer	203,560	(1.3)	—	—
Times	233,106	(1.7)	—	—
Times/Post-Intelligencer	—	—	503,495	0.1

**USA Today's* circulation is a weighted average of its Monday through Thursday circulation of 1,325,507 and Friday circulation of 1,681,864 compared with earlier period Monday through Friday figure. ***Dallas Morning News* circulation is a weighted average of its Monday through Thursday and Saturday circulation of 371,537 and its Friday circulation of 436,328 with similar weighting of previous period. *Source:* Audit Bureau of Circulations FAS-FAX report.

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